



Department of Defense INSTRUCTION

NUMBER 5410.20

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ASD(PA)

SUBJECT: Public Affairs Relations With Business and Nongovernmental
Organizations Representing Business

- References:
- (a) DoD Directive 5410.18, "Community Relations," February 9, 1968
 - (b) DoD Instruction 5410.19, "Armed Forces Participation in Public Events Supporting Community Relations Programs," November 26, 1968
 - (c) DoD Instruction 5410.20, "Public Affairs Liaison With Industry," February 9, 1968 (hereby cancelled)
 - (d) DoD Directive 5500.2, "Policies Governing Participation of Department of Defense Components and Personnel in Activities of Private Associations," August 4, 1972
 - (e) DoD Directive 5500.7, "Standards of Conduct," August 8, 1967
 - (f) DoD Directive 5200.12, "Security Measures, Approval and Sponsorship for Scientific and Technical Meetings Involving Disclosure of Classified Information," March 7, 1967
 - (g) [DoD Directive 5400.7](#), "Availability to the Public of Department of Defense Information," June 23, 1967
 - (h) DoD Instruction 5230.13, "Principles of Public Information," October 23, 1973
 - (i) Defense Supply Agency Manual 4185.3, "Registration for Scientific and Technical Information Services of the Department of Defense," November 1971

1. PURPOSE

This Instruction provides guidance relative to policies and programs for:

- 1.1. Providing information to business and industry;

1.2. Participating in activities involving businesses or nongovernmental organizations having business/industry members; and

1.3. Using DoD material, uniforms and insignia for commercial purposes.

2. CANCELLATION

Reference (c) is hereby superseded and cancelled.

3. APPLICABILITY

The provisions of this Instruction apply to all components of the DoD.

4. POLICY

4.1. As a publicly funded institution, the Department of Defense is obligated to contract for its products and services in the most economical manner. The American business and industrial community, from whose resources these products and services are obtained, can only respond effectively to DoD requirements if its members are aware of DoD policies, programs, proposals, plans, budgets, and activities. Therefore, the DoD must maintain a continual flow of information to those potential providers of products and services in business and industry.

4.2. In the interests of economy, efficiency and wide dissemination, it is advantageous to channel information for business and industry through nongovernmental associations and organizations which represent large numbers of like-oriented companies. Furthermore, such organizations are often capable of providing the DoD with information relative to pertinent problems common to their members. Accordingly, the use of such channels is encouraged to effect and maintain a two-way communication flow between the DoD and industry.

4.3. Additionally, ongoing communication between the DoD and nongovernmental organizations will further such mutually beneficial programs as job placement for honorably discharged and retired military personnel and for those civilian employees affected by reductions in force or base closures. Similarly, wide-ranging mutual cooperation can improve the effectiveness of both the DoD and the non-governmental organizations in social action programs.

4.4. As outlined in DoD Directive 5410.18 (reference (a)), all DoD Components are encouraged to cooperate with industry and with organizations representing industry in public affairs programs and projects which are consistent with national and DoD interests. Except as specifically authorized in section 6., such cooperation will not extend to co-sponsorship of events, programs, or other activities.

4.5. DoD Components cooperating in programs with industry or nongovernmental associations will promptly notify the Assistant Secretary of Defense (Public Affairs) (ASD(PA)) of any local or regional activity which has the potential of generating significant public interest beyond the local or regional level.

5. INFORMATION PROGRAMS

5.1. Unclassified information of the scope and type specified in DoD Directive 5400.7 (reference (g)) is available to business/industry representatives and to organizations serving business industry through the Business and Industrial Relations Branch, Directorate for Community Relations, OASD(PA). This office will respond to specific information requests.

5.2. In addition, the same office will periodically provide, to businesses and organizations which submit a request in writing, DoD informational material dealing with policies, programs, budgets, and activities. Requests to receive periodic mailings should be directed, on official letterhead, to:

Director for Community Relations
OASD(PA)
The Pentagon
Washington, D.C. 20301

5.3. All material obtained from these official DoD information programs may be reproduced in whole or part and otherwise disseminated in the public domain without further permission.

5.4. The DoD maintains a separate program to provide business/industry with scientific and technical information services. This program is administered by The Defense Supply Agency in accordance with policies and procedures outlined in DSA Manual 4185.3 (reference(i)).

6. PARTICIPATION IN PROGRAMS AND PROJECTS

6.1. Policies outlined in references (a), (b), (d) and (e) govern participation by the DoD and its components.

6.2. Normally, DoD participation will be limited to the following types of events sponsored by industry or associations:

6.2.1. Luncheons, dinners, meetings, symposia, and similar gatherings hosted by an organization representing a wide diversity of business interests.

6.2.2. Public ceremonies of mutual interest to industry and the Department of Defense (e.g., ship launchings, first flights).

6.2.3. Industrial programs in support of Government policy (e.g., industry-sponsored seminars to explain Government policies, international exhibits which promote U.S. scientific and technological achievements).

6.2.4. Civic and community-oriented projects in which the industry relationship is remote from the business purpose and objectives of the industry (e.g., business sponsorship of a Scouting activity for military dependents, industry-subsidized awards to an individual or group of military personnel or dependents for civic/community achievement).

6.2.5. Special events in which the interests of DoD dictate participation, as long as such participation does not violate the provisions of DoD Directive 5500.7 (reference (e)).

6.3. DoD sponsorship of programs and projects for industry will normally be limited to those occasions when the principal objective is furtherance of the Public Affairs objectives out-lined in DoD Instruction 5230.13 (reference (h)).

6.4. Co-sponsorship of meetings or symposia by DoD and industry or by DoD and nongovernmental associations, having in their membership entities doing business with, or having the potential to do business with, the Department of Defense, is prohibited. Such co-sponsorship might appear to favor one organization over others, and would be in contravention of the policies outlined in DoD Directive 5500.2 (reference (d)).

6.5. Co-sponsorship of civic and community activities by DoD or its components and by industry or nongovernmental associations is not prohibited as long as the industry or association involvement is remote from the business purpose of the industry or association.

6.6. Participation in activities involving the exchange or dissemination of classified information is governed by the provisions of DoD Directive 5200.12 (reference (f)). In the case of a classified symposium, briefing, or meeting, the prohibitions against co-sponsorship apply. However, promotional literature announcing an event where classified information is to be discussed may indicate the name of the DoD Component handling security clearances.

7. COMMERCIAL USE OF DOD MATERIAL, UNIFORMS, AND INSIGNIA

7.1. Requests for use of DoD material, to include uniforms and insignia, in commercial advertising or promotions will be referred to OASD(PA) for approval. Approval will be considered only in cases where there is no violation of Public Law or of DoD policy. In such cases, the following criteria will be applied when determining whether approval should be granted:

7.1.1. Would the interests of the Government and the DoD be enhanced?

7.1.2. Is the advertising or promotion in good taste?

7.1.3. Is all implication of DoD endorsement avoided?

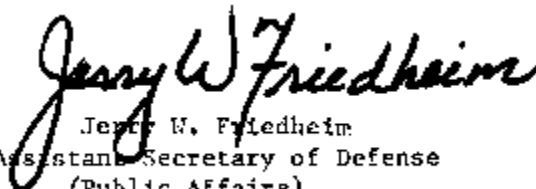
7.1.4. Does the material contain a disclaimer, if appropriate?

7.1.5. Is there any possibility that claims made or implied in the material could be misleading?

7.2. Permission to use or reproduce military emblems or insignia for unofficial purposes other than for commercial advertising or promotion may only be given by the Military Department responsible for such insignia.

8. EFFECTIVE DATE AND IMPLEMENTATION

This instruction is effective immediately. Three copies of implementing documents will be forwarded to the Assistant Secretary of Defense (Public Affairs) within 90 days.


Jerry W. Friedheim
Assistant Secretary of Defense
(Public Affairs)